



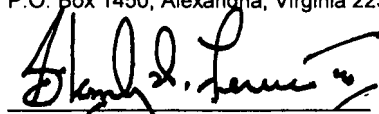
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janvier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

July 16, 2007

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being deposited with the United States Postal Service as first class mail, addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on July 16, 2007.


Stanley D. Ference III
Reg. No. 33,879

July 16, 2007
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated January 16, 2007, kindly enter the following amendments. The amendments find full support in the claims and/or specification as originally filed.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.